



ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

23 April 2, 2013

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EXECUTIVE OFFICER

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April 02, 2013

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

**APPROVAL TO DELEGATE AUTHORITY TO ACCEPT ANTICIPATED
GRANT AWARD FROM BLUE SHIELD OF CALIFORNIA FOUNDATION
AND APPROVAL OF SOLE SOURCE AGREEMENT WITH
GROUNDWORKS CAMPAIGNS
(ALL SUPERVISORIAL DISTRICTS)
(3 VOTES)**

SUBJECT

Request delegated authority to accept an anticipated grant award from Blue Shield of California Foundation in an amount not to exceed \$150,000 to develop and implement a plan to increase the number of Low Income Health Program enrollees who transition into Medi-Cal managed care on January 1, 2014.

IT IS RECOMMENDED THAT THE BOARD:

1. Delegate authority to the Director of Health Services (Director), or his designee, to accept and sign a Grant Agreement for up to \$150,000 from Blue Shield of California Foundation (BSCF), effective upon execution by the parties, for the period April 1, 2013 through December 31, 2013, for the County Enrollment Assistance 2013 grant, subject to review and approval by County Counsel and notice to the Board and Chief Executive Office (CEO).
2. Delegate authority to the Director, or his designee, to execute a sole source Agreement with GroundWorks Campaigns (GroundWorks) contingent on the Department of Health Services' (DHS) receipt of the \$150,000 BSCF grant for the County Enrollment Assistance 2013 project, effective upon execution by

the parties, through December 31, 2013, to contact Healthy Way LA (HWLA) patients who are due to redetermine their health care coverage during the period of May 1, 2013 through August 31, 2013, as well as those patients who have lost their HWLA coverage since July 2011 due to failure to redetermine, with a maximum cost of \$150,000, with the option to instruct GroundWorks to also contact HWLA patients who are due to redetermine their health coverage during the period September 1, 2013 through December 31, 2013, subject to review and approval by County Counsel and notice to the Board and CEO.

3. Delegate authority to the Director, or his designee, to exercise the option contingent on the need to maintain the County Enrollment Assistance 2013 project in operation through December 31, 2013, and amend the Agreement to increase the maximum obligation by no more than \$30,000, for GroundWorks to contact HWLA patients who are due to redetermine their health care coverage during the period of September 1, 2013 through December 31, 2013.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

DHS recently applied for a \$150,000 grant from BSCF to create and implement an outreach and incentive campaign to increase the redetermination success rate for DHS and Community Partner (CP) patients and to obtain new HWLA applications from former HWLA patients who were dis-enrolled for failure to redetermine. BSCF grant awards will be announced in March 2013 for a grant period commencing on April 1, 2013.

Approval of the first recommendation will authorize the Director, or his designee, to accept and sign a Grant Agreement from BSCF for up to \$150,000 in the event that DHS is awarded the grant. The delegated authority will ensure that DHS is able to commence the nine month project on April 1, 2013.

In November of 2012, BSCF released a Request for Applications inviting responses from California Counties to develop and implement strategies and systems to maximize Low Income Health Program (LIHP) and Medically Indigent Adult (MIA) enrollment and transition into Medi-Cal or Exchange coverage in 2014. DHS, in coordination with the Department of Public Social Services (DPSS), and with the support of the Community Clinic Association of Los Angeles County (CCALAC), submitted a proposal to BSCF for funding to utilize a vendor to do a Get Out The Vote (GOTV)-type campaign of calling, texting and emailing to educate HWLA patients that it is time to redetermine their HWLA eligibility and to make sure that they do it. The vendor will outreach to DHS and CP patients to ensure that patients understand how to redetermine and commit to act. They will call, and then follow-up, with each patient.

It is estimated that at least 150,000 HWLA patients will be required to redetermine in 2013. However, the majority of these redeterminations (107,531) will occur in the key months of May, June, July and August 2013. DHS's goal for the grant is a 50% successful redetermination paperwork return rate for patients in these four months, or 53,765 patients. This would be a significant improvement over DHS's recent redetermination success rate of about 20%. In addition, the vendor will outreach to HWLA patients who were dis-enrolled from HWLA between July 2011 and April 2012 due to failure to redetermine and encourage them to re-enroll in the program.

Approval of the second recommendation will authorize the Director, or his designee, to enter into a \$150,000 sole source Agreement with GroundWorks beginning April 1, 2013 through December 31, 2013, to contact HWLA patients who are due to redetermine their health care coverage in 2013 and patients who have lost their HWLA coverage since July 2011 due to failure to redetermine.

Approval of the third recommendation will authorize the Director, or his designee, to instruct GroundWorks to contact HWLA patients who are due to redetermine their health care coverage during the period of September 1, 2013 through December 31, 2013.

Implementation of Strategic Plan Goals

The recommended action supports Goal 1, Operational Effectiveness, of the County's Strategic Plan.

FISCAL IMPACT/FINANCING

The anticipated BSCF grant award to DHS is \$150,000. The grant funds will be used to offset the cost of the Agreement with GroundWorks.

Funding is included in DHS' FY 2012-13 Final Budget and will be requested in a future year, as needed.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The BSCF Grant Agreement will be substantially similar to a BCSF Grant Agreement which the Board approved on November 7, 2012. The Agreement with GroundWorks will contain all standard County and DHS terms and conditions.

The Agreement may be terminated for convenience by the County upon ten days (10) prior written notice.

The Agreement with GroundWorks is not a Proposition A Agreement as services are only needed on a temporary basis, therefore, not subject to the Living Wage Program (Los Angeles County Code Chapter 2.201).

Both will be approved as to form by County Counsel prior to execution.

CONTRACTING PROCESS

GroundWorks is a Get Out The Vote (GOTV) campaign organization that has a successful history of leading effective member education and engagement strategies. They educate and engage communities on specific issues, including identifying, targeting and mobilizing voters and allies. GroundWorks will tailor these approaches to implement an education and outreach campaign around redetermination and re-enrollment in HWLA. GroundWorks has a long history of working on health care coverage issues and it is familiar with the HWLA program and the redetermination and re-enrollment process. It specializes in working with low-income populations, and its staff can speak to HWLA patients in a multitude of languages.

It is not possible to solicit for this service in the timeframe needed to implement the anticipated grant award. Additionally the recommended Agreement with GroundWorks is short term and temporary, encompassing up to nine months. DHS would be unable to issue and complete a solicitation in that

time period. Finally, as DHS moves forward to successfully prepare for the Affordable Care Act in a very short period of time before January 2014, there is a continuing need to expediently contract for the critical services to support DHS' transformation. If awarded, the period of this grant will begin in April 2013 and last less than a year. The strategic use of sole source contracts is necessary in certain instances. Given GroundWorks' familiarity with this population, the HWLA program and the redetermination and re-enrollment process, as well as the short timeframe of this project and the minimal amount of grant funding available for this project, we recommend a sole source contract with GroundWorks if awarded funding by BSCF.

Attachment A is the sole source checklist in compliance with Board Policy 5.100.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

On January 7, 2013, DHS, in partnership with DPSS, created a mail-in redetermination which will help redetermination rates improve. However, HWLA patients are not as familiar with the concept of coverage and redeterminations as the established Medi-Cal population. For this reason, DHS and DPSS believe that utilizing a vendor with outreach experience can help patients understand both the importance and process for redetermining their eligibility for HWLA coverage. Approval of the recommended actions will enable DHS to expediently accept funding and implement this campaign.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Mitchell Katz". The signature is fluid and cursive, with the first name "Mitchell" written in a larger, more prominent script than the last name "Katz".

Mitchell H. Katz, M.D.

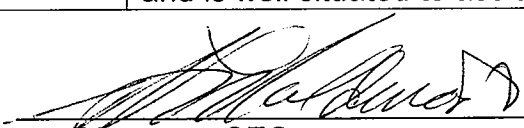
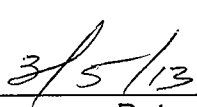
Director

MHK:az

Enclosures

c: Chief Executive Office
County Counsel
Executive Office, Board of Supervisors

GROUNDWORKS CAMPAIGNS SOLE SOURCE CHECKLIST

Check (√)	JUSTIFICATION FOR SOLE SOURCE CONTRACTS
	Identify applicable justification and provide documentation for each checked item.
	➤ Only one bona fide source for the service exists; performance and price competition are not available.
X	➤ Quick action is required (emergency situation).
	➤ Proposals have been solicited but no satisfactory proposals were received.
	➤ Additional services are needed to complete an ongoing task and it would be prohibitively costly in time and money to seek a new service provider.
	➤ Maintenance service agreements exist on equipment which must be serviced by the authorized manufacturer's service representatives.
	➤ It is most cost-effective to obtain services by exercising an option under an existing contract.
	➤ It is in the best interest of the County e.g., administrative cost savings, excessive learning curve for a new service provider, etc.
X	<p>➤ Other reason. Please explain: It is not possible to solicit for this service in the timeframe needed to implement the anticipated grant award. Additionally, the recommended Agreement is short term and temporary, encompassing up to nine months, and likely less. The Department of Health Services would be unable to issue and complete a solicitation in the grant time period. Further, these services are vital to the enrollment/redetermination process for Healthy Way LA to ensure that the program is able to reach out and retain as many eligible patients as possible. The recommended contractor has extensive experience with similar efforts and is well situated to assist DHS with these efforts.</p>
<div style="display: flex; justify-content: space-between; align-items: flex-end;"> <div style="text-align: center;">  _____ Manager, CEO </div> <div style="text-align: center;">  _____ Date </div> </div>	